

Serial No. 10/026,776  
Reply Dated: JUNE 18, 2004  
Reply to Office Action of May 19, 2004

Docket No. K-0634

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) An apparatus for transmitting and receiving a message using a caller ID, comprising:

a first communications device having an embedded circuit to receive, modulate, and transmit information from an information provider, the information comprising an advertisement message;

a cable/mobile communication company switching device configured to receive the information from the first communications device and provide access to a communication network for the first communications device, the cable/mobile communication company switching device having an embedded circuit for demodulating the information and transmitting the information and at least one of a telephone number and name of the information provider as caller ID data; and

a subscriber device configured to receive the information and the at least one of the telephone number and name of the information provider from the first communications device through the cable/mobile communication company switching device and the communication network as caller ID data when a ring signal is generated by the cable/mobile

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communication company switching device to the subscriber device, the subscriber device having an embedded circuit to demodulate the caller ID data, and a display unit to display the information and the at least one of the telephone number and name of the information provider;

wherein the first communicating device comprises a character inputting unit adapted to input the information in an on-hook state, and wherein the first communication device is adapted to occupy a telephone line and to send a ring signal when a predetermined button on the character inputting unit is keyed while in an off-hook state.

2. (Original) The apparatus of claim 1, wherein the subscriber device displays the information and the identify of the sender on the display unit.

3. (Original) The apparatus of claim 1, wherein the information is a text message.

4. (Original) The apparatus of claim 3, wherein the text message is an advertisement from an advertisement service company.

5. (Original) The apparatus of claim 1, wherein the first communications device is an advertisement service company communications device that generates an advertisement as the information, and the subscriber device is an advertisement service subscriber communications

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device that receives the advertisements from the advertisement service company communications device.

6. (Currently Amended) A method for transmitting and receiving an advertisement message using a caller ID, comprising:

(a) providing an identification of at least one message recipient and an advertisement message to be transmitted to the at least one message recipient, the message comprising advertising information;

(b) modulating the at least one message recipient's information, with the advertisement message and identification information of a message provider, the identification information including at least one of a telephone number and a name of the message provider; and

(c) occupying a telephone line and transmitting a ring signal to the at least one recipient to send the advertisement message and the message provider identification information to the at least one message recipient as caller ID data when a predetermined button of a character inputting unit is keyed while in an off-hook state;

wherein steps (a) and (b) are performed while the character inputting unit is in an on-hook state.

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7. (Original) The method of claim 6, wherein the steps of modulating the inputted advertisement service subscribers information and advertisement message, and information on a caller (calling party) and demodulating the received advertisement message and caller information are performed using FSK modulation/demodulation.

8. (Canceled)

9. (Original) The method of claim 6, wherein step (a) further comprises completing the inputting of the at least one message recipient's information and the message, while the character inputting unit is in the on-hook state.

10. (Canceled)

11. (Currently Amended) The method of claim [[10]] 6, wherein a state mode of the character inputting unit is changed from the off-hook state to the on-hook state after the completion of step (c).

12. (Canceled)

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13. (Currently Amended) A method for transmitting and receiving an advertisement message using a caller ID, comprising:

receiving a ring signal and a corresponding caller ID data including an advertisement message and caller information, the caller information including at least one of a telephone number and a name of the message provider, and demodulating the received advertisement message and caller information, wherein the advertisement message is provided via a character inputting unit while the character inputting unit is in an on-hook state;

displaying the demodulated caller information on a display section;

displaying the advertisement message on the display section, and listing the displayed advertisement message contents to store the listed advertisement message contents in a memory; and

identifying the stored advertisement message contents;

wherein a telephone line is occupied and the ring signal and caller ID data is received after a predetermined button on the character inputting unit is keyed while in an off-hook state.

14. (Original) The method of claim 13, wherein the steps of modulating the inputted advertisement service subscribers information and advertisement message, and information on a

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caller (calling party) and demodulating the received advertisement message and caller information are performed using an FSK modulation/demodulation.

15. (Original) The method of claim 13, wherein the contents of the advertisement message displayed on the display section are listed with respective icons to store them.

16. (Original) The method of claim 13, wherein the contents of the advertisement message displayed on the display section are listed by the caller information or caller IDs to store them.

17. (Original) The method of claim 13, wherein the contents of the advertisement message displayed on the display section are listed by the caller information or caller IDs to store them, and payment of charges for the reception of the advertisement message is automatically requested.

18. (Currently Amended) A method for transmitting and receiving a message using a caller ID, comprising:

(a) providing advertisement service subscriber information and an advertisement message;

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(b) modulating the advertisement service subscriber information and the advertisement message and sender identification information identifying at least one of a telephone number and a name of a sender of the advertisement message;

(c) occupying a telephone line and transmitting a ring signal and caller ID data to the advertisement service subscriber when a predetermined button of a character inputting unit, that is used to input the advertisement subscriber information and the advertisement message, is keyed while in an off-hook state, the caller ID data including the advertisement message and the sender identification information;

(d) receiving the ring signal and the caller ID data containing the advertisement message and the sender identification information by the advertisement service subscriber and demodulating the received advertisement message and sender identification information; and

(e) displaying the sender identification information and the advertisement message on a display;

wherein steps (a) and (b) are performed while the character inputting unit is in an on-hook state.

19. (Original) The method of claim 18, further comprising listing the displayed advertisement message contents to store the listed advertisement message contents in a memory, and identifying the stored advertisement message contents.

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20. (Currently Amended) An apparatus for transmitting and receiving a message using caller ID, comprising:

an input circuit, to receive and modulate message data and an identification signal from a message sender, wherein the message data comprises an advertisement message from the message sender, and wherein the identification signal includes at least one of a telephone number and a name of the message sender;

a communications circuit, coupled to receive and demodulate the modulated message data and receive the identification signal from the input circuit and generate a caller ID message including the message data and the identification signal; and

a receiving terminal, coupled to receive the caller ID message including the message data and the identification signal from the communications circuit when a ring signal is received from the communications circuit;

wherein the input circuit comprises a character inputting unit adapted to input the message data in an on-hook state, and wherein the communication circuit is adapted to occupy a telephone line and to send the ring signal when a predetermined button on the character inputting unit is keyed while the character inputting unit is in an off-hook state.



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21. (Original) The apparatus of claim 20, wherein the communications circuit comprises a communications service provider that provides a communications channel between the input circuit and the receiving terminal.

22. (Original) The apparatus of claim 21, wherein the communications service provider is a telephone company.

23. (Original) The apparatus of claim 20, wherein the identification signal uniquely identifies the input circuit.

24. (Original) The apparatus of claim 20, wherein the input circuit comprises an input port for receiving the message data, a modulator to modulate the message data, and a modem to output the modulated data.

25. (Original) The apparatus of claim 20, wherein the communications circuit comprises an input port to receive the modulated data and the identification signal, a demodulator to demodulate the received message data, and a transmitter to transmit the received message data and identification signal.

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26. (Original) The apparatus of claim 25, wherein the transmitter comprises a modulator to modulate the received message data and identification signal for transmission, and an exchange to establish a communication channel between the input circuit and the receiving terminal.

27. (Original) The apparatus of claim 26, wherein the exchange is a public switched telephone network.

28. (Original) The apparatus of claim 26, wherein the exchange is a wireless telephone network.

29. (Original) The apparatus of claim 20, wherein the receiving terminal comprises a display panel to display the message data and the identification of the input circuit.

30. (Original) The apparatus of claim 20, when the receiving terminal comprises a telephone and a caller ID terminal.

31. (Currently Amended) A method for transmitting and receiving a message using a caller ID, comprising:

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(a) providing advertisement service subscriber information and an advertisement message by an advertisement message sender;

(b) modulating the advertisement service subscriber information and the advertisement message, and identification information of the advertisement message sender, the identification information including at least one of a telephone number and a name of the advertisement message sender;

(c) transmitting the modulated advertisement service subscribers information, the advertisement message, and the identification information;

(d) receiving and demodulating the transmitted advertisement service subscribers information, advertisement message, and identification information;

(e) modulating the demodulated advertisement message and identification information, occupying a telephone line and transmitting a ring signal and a corresponding caller ID data containing the modulated advertisement message and identification information to at least one advertisement service subscriber when a predetermined button of a character inputting unit that is used to input the advertisement service subscriber information and the advertisement message is keyed while in an off-hook state;

(f) receiving the transmitted ring signal and corresponding caller ID data containing the advertisement message and identification information, and demodulating the received advertisement message and identification information; and

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(g) displaying the demodulated identification information and the contents of the demodulated advertisement message on a display;

wherein steps (a) and (b) are performed while the character inputting unit is in an on-hook state.

32. (Original) The method of claim 31, further comprising listing the displayed advertisement message contents to store the listed advertisement message contents in a memory, and identifying the stored advertisement message contents.

33. (Currently Amended) A method for receiving a message using a caller ID, comprising:

receiving a ring signal and a corresponding caller ID data from an information service provider, wherein the caller ID data comprises an identification of the information service provider and a text message from the information service provider, wherein the text message is provided via a character inputting unit while the character inputting unit is in an on-hook state, and wherein a telephone line is occupied and the ring signal and caller ID data is received after a predetermined button of the character inputting unit is keyed in an off-hook state; and

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at least one of displaying the caller ID data on a display screen and storing the caller ID data in memory.

34. (Previously Presented) The method of claim 33, wherein the information service provider is an advertiser and wherein the text message from the information service provider is an advertisement.

35. (Previously Presented) The method of claim 33, wherein a communication company switching device receives the text message from the information service provider along with the identification of the information service provider and an identifier of at least one intended recipient and establishes a call to the at least one intended recipient to transmit the caller ID data.